

“live” with their loved ones. But at what cost to all of us is it for the fun and joy of this “instant sharing?”

You might be surprised to learn that the more data we want to instantly cram into our communications, the more harm is taking place at the level of living tissue. It's tough to blame the kids but with the seemingly addictive qualities of social on-line connectivity, young people in droves are screaming for faster and faster network service to move more and more “complex” data. By complex here, we are referring to the energy required to move around via wireless all the photos, videos and other stuff that kids want to share with each other... instantly!

Just a few years back during the days of “dial up,” instant sharing as we know it today was not possible; but with new wireless and cellular installations, unlimited sharing is now the expected service. However, with this increased demand and the accompanying service to meet such demand comes increased exposure to electromagnetic frequencies which have the potential to cause a variety of severe illnesses.

The new 4G LTE now broadcasts not in the previous range of 1800-1900 MHz but rather in the 700 MHz band. This used to be the exclusive prevue of television channels which did not emit outbound non-ionizing radiation. Previously unheard of amounts of data can now course through our veins as we enjoy photos and videos of our favorite friends and family. The 4G LTE employs MIMO, or multiple -input-multiple-output technology, also known as “Beamforming.” Consequently, this translates into complex and very intelligent radios inside your cell phone that multiplex channels and antennas in the device to deliver amazing speeds - so-called broadband speeds. The more we have, the more we want, but is this intense speed for the purpose of “instant sharing” really necessary? Could it be killing us?

Two recently issued international studies, the BioInitiative 2012 Report and the European Environment Agency's “Late Lessons from Early Warnings, Vol. II” have both provided evidence of the dangers associated with the explosion of non-ionizing radiation technologies used throughout our modern culture. Both studies plead with the public to exercise the “precautionary principle” when it comes to the use and embrace of new cellular devices and innovations. We have been enveloped in wireless technology far beyond our scientific understanding of its potential health hazards.

To translate this explosive usage into a simple to understand comparison: We have now gone from a single transmitter per million people for television viewing 50 years ago to 350 million transmitters in every American's pocket today! Is all the Face Time, Skype, Google Talk and BBM worth the price we may be paying? Entertainment is fun and talk may be cheap but let's never forget that life is priceless. Let's all practice the precautionary principle with this new technology and encourage others to do the same. Your life may well count on it!

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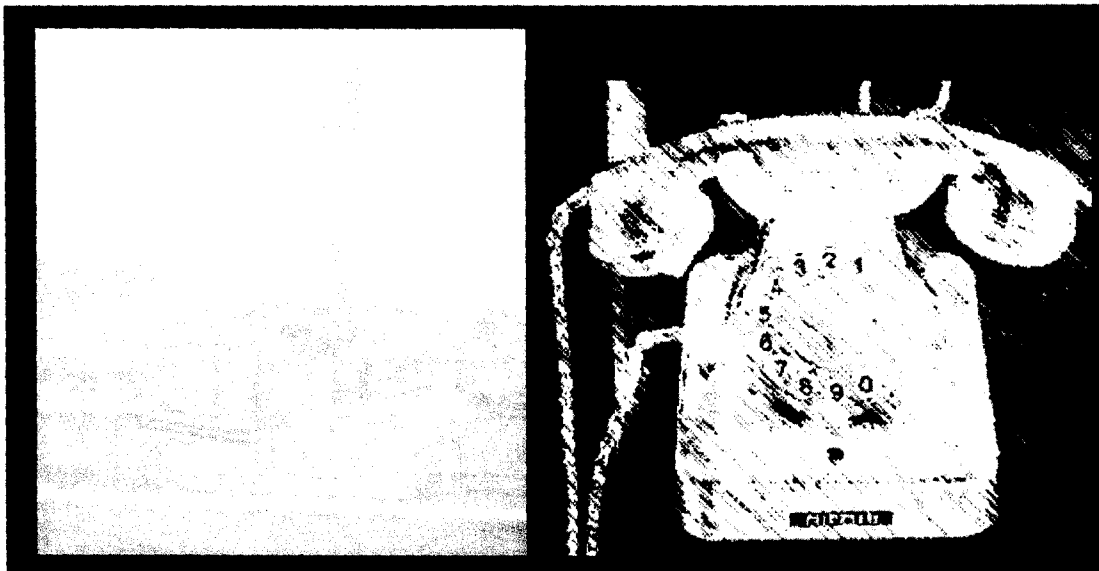
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Choosing Cellular Ubiquity or Isolation: A Tale of Two Worlds.

Posted by [GreenSwanStaff](#) at January 24th, 2013




It seems oxymoronic that in the same week we saw news stories about both the demand for faster connectivity at the Inauguration on the one hand and the quest for families and individuals to “unplug” and remove themselves from cellular devices, on the other.

Compared to four years ago, the Inaugural festivities in Washington this past week involved a startling increase in heavy data usage. Cellular carriers had to bring in portable cell towers and install them along the National Mall and parade route to accommodate the demand for twitting, video chatting, sending photos, streaming video, etc. We live now awash in a world of “instant sharing.” According to the Cellular Telephone Wireless Association, data usage continues to climb stratospherically. Back in 2009 when the C.T.W.A. first began tracking data usage, consumers used 108 billion megabytes but by comparison, in the first 6 months of 2012, consumers used over 633 billion megabytes!

Let’s compare the Inauguration’s thirst for connectivity with a story about the growing movement to “unplug” published last week in *Sunset Magazine* and highlighted in the *San Francisco Chronicle*. Titled, “The Unplugged Home,” this article featured a family from San Francisco that has converted or perhaps “reverted” is a better reflection, back to a household of non-connectivity: No cell phones, Wi-Fi, Netflix, etc.. The parents talk about the restored focus and quality of life that their family has discovered through this change in lifestyle. The article concludes in alerting readers to this growing movement by highlighting such upcoming events such as the National Day of Unplugging (March 1st) and retreats sponsored by The Digital Detox group.

One thing is certain: If you are trying to live a lifestyle not constantly tethered to cellular communication and entertainment devices, your efforts are increasingly challenged by the ubiquity of cellular signal saturating our cities and communities. Many folks have expressed outrage at the constant bombardment of cellular radiation for which they never requested or wanted. Others are falling ill at increasing numbers because their bodies have surpassed the capacity to tolerate EMF exposure at the levels now unfolding. For many people, serious health concerns have now developed.

Perhaps we should all take a moment and reflect on our lives just a few years back, before we had "instant sharing" capacity at our fingertips. We need to ask ourselves if our lives are better now or if the EMF expansion is worth the price. Try unplugging from time to time and see for yourself. You may feel a whole lot better both inside and out!

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Zombie Cellular Apocalypse? Just ask your Pediatrician.

Posted by [GreenSwanStaff](#) at January 16th, 2013



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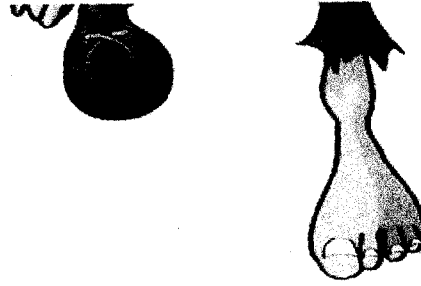
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Many folks say we have but a short window of time to reverse the pending global warming catastrophe. That may be true but for pediatricians; they have their minds right now on a topic of immediate concern: the potential harmful effects of cell phone radiation exposure on children's brain development and health.

In July of 2012, The American Academy of Pediatrics sent a detailed letter to the Federal Communications Commission stating their concerns about cell phone radiation and requesting immediate action by the U.S. Government to re-evaluate the safety standards which have not been



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In July of 2012, The American Academy of Pediatrics sent a detailed letter to the Federal Communications Commission stating their concerns about cell phone radiation and requesting immediate action by the U.S. Government to re-evaluate the safety standards which have not been updated since 1996. The Academy was also quick to jump on board in December and lend its support to HR 6358 - the "Cell Phone Right to Know Act" introduced in the U.S. House of Representatives by the Hon. Dennis Kucinich.

Fearing nothing short of a health crisis, the Academy stated that "many more people, especially adolescents and young adults, now use cell phones as their only phone line... [and that] concerns have been raised that long-term RF exposure at [the current SAR] level affects the brain and other tissues and may be connected to types of brain cancer, including glioma and meningioma.... According to IARC when used by children, the average RF energy deposition is two times higher in the brain and 10 times higher in the bone marrow of the skull, compared with mobile phone use by adults... It is essential that any new standard for cell phones or other wireless devices be based on protecting the youngest and most vulnerable populations to ensure they are safeguarded throughout their lifetimes."

The Academy is comprised of 60,000 members throughout the United States. Clearly this strong advocacy for cell phone safety taken by their leadership cries out to be heard and respected by all of us. These doctors are seeking to protect our children from the harmful effects of an immensely popular cellular industry gone wild. They are trying to avert a potential health apocalypse.

To see the full text of both letters, please click down below.

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The Year of Cell Phone Safety Consciousness

Posted by [GreenSwanStaff](#) at January 9th, 2013



If 2013 is anything like 2012, we are in for a lot more consciousness around the topic of cell phone radiation and its adverse effects on human health. In the last few of months of 2012, we saw a coalescence of media, medicine and science articulating strong positions around the need for cell phone safety awareness. Firstly, CNN and Dr. Sangay Gupta released a cautionary public service announcement video reminding cell phone users of potential dangers with cellular radiation. Additionally, the American Academy of Pediatrics sent a letter in December endorsing Representative Kucinich's HR 6358 bill known as "The Cell Phone Right to Know Act." Lastly, the long anticipated BioInitiative 2012 report studying EMF effects was just released on January 7th. This report, following on the research which began with the 2007 report, reviews over 1800 new scientific studies. The Report's press release is particularly haunting: "Cell phone users, parents-to-be, young children and pregnant women are at particular risk." "There is a consistent pattern of increased risk for glioma and acoustic neuroma with the use of mobile and cordless phones," states Lennart Hardell, MD at Orebro University in Sweden. In addition, the Report highlights research linking cellular radiation with sperm damage, autism, learning and behavioral problems, DNA damage, along with other conditions. We

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recommend that you take the time to review this detailed Report. A link is provided for you in the In The News section of our website at www.greenswan.org

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Cell Phone Radiation: Hazardous Second Hand Effects.

Posted by [GreenSwanStaff](#) at January 5th, 2013



Scientific studies have shown that the incidence of vehicular accidents is not reduced with hand-free cellular usage. The driver remains disoriented due to the radiation “bounce” off the frame of the car. But what about the passengers? Are they too at risk from EMF “bounce” in an enclosed space such as a car, bus, train, etc.? Swiss researchers recently published results of a study seeking to answer this question in the *Journal of Exposure Science and Environmental Epidemiology*. In moving vehicles, cell phones in standby mode in search of signal and location are in constant communication with passing cell towers. As such, passengers in heavily populated vehicles are exposed to high levels of cell phone radiation as all the phones on board are trying to contact the passing towers. Acting much like a “Faraday cage”, buses and trains will reflect the EMF radiation around the interior of the vehicle. Consequently, all passengers would be exposed to this second hand radiation regardless or not if they carried a cell phone. This means that more vulnerable passengers such as babies, children

and pregnant women run the risk of this radiation exposure. This could constitute a significant public health problem according to Dr. Joel Moskowitz of U.C. Berkeley's Center for Family and Community Health. For now, absent additional data in support of safe cell phone use in vehicles, it's best to keep our cell phones "off" or in "air plane" mode when traveling. What's good for you is also good for your neighbor.

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Regardless if You Were Naughty or Nice, Be Smart with Your New Smartphone

Posted by [GreenswanAdmin](#) at December 29th, 2012



According to news reports, more smartphone devices were activated on Christmas morning than on any other day in history. Wow! In short, more than 17.4 million new devices came alive on Christmas Day. One of the compelling features of the smartphone revolution is the seemingly unlimited “multi-media” capacities inherent in this technology. Consumers are lapping up applications by downloading them in record quantities. On Christmas day alone, more than 328 million apps were downloaded constituting yet another historical record for this technology. Keep in mind that apps can provide limitless fun or helpful information in many instances. Other apps you can download fall into the “tool” as opposed to “toy” category. The *Too Close™* app for Android is one such “tool” bound to interest parents and folks concerned with potential health issues due to cell phone usage. This application issues an audible alert when you are bringing the cell phone too close to your head in violation of industry proximity standards. Check it out and try it. Enjoy your new smartphone but use it with care. Keep your phone at a safer distance away from your head and body. Try relying more on the speaker or text functions. And how about a New Year’s resolution to work on safer cell phone usage? Don’t forget to be smart in using your new smartphone!

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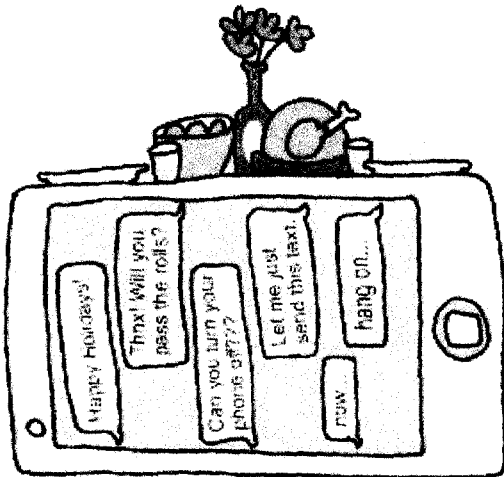
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The Holiday Table: A Time for Conversation

Posted by [GreenswanAdmin](#) at December 10th, 2012



wrong with this picture? In addition to the unnecessary radiation exposure, what happened to conversation? The Holiday table should be designated a “cellular free zone.” It is high time that we rein in and sever the cellular umbilical cord which exists between us and our communication devices. Folks, there’s a time and place for everything and the Holiday table is a fine opportunity for us all to enjoy each other through conversation.

Constant texting also suggests that one is keeping the phone in the “on” condition in a pocket or pants up against the body. Manners aside, this poses dangers to your health. Recent investigative news reports have depicted young women with breast cancer diagnosed in the very area where they kept their phones up against their body. Many folks are talking about the new study released in France in early December which revealed a sperm count collapse in French men over the last decade. Scientists have noted for some time now that leaving the cell phone “on” in your pocket has an adverse effect on sperm count and quality.

December is a time to celebrate and embrace each other. Let’s all work toward quality time with family and friends. Let’s put our phones down and look each other in the eye again. Community begins with conversation.

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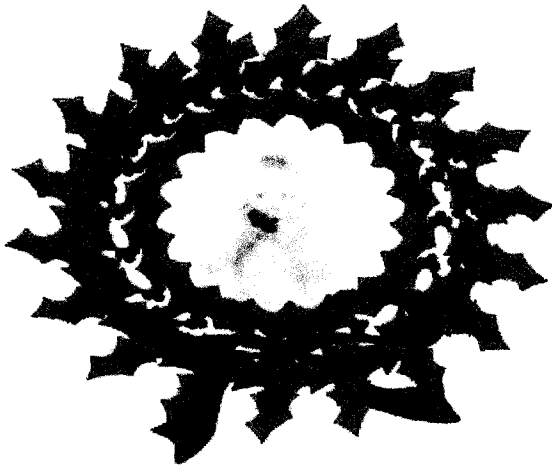
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Cell Phones For Kids This Holiday Season: Think Again.

Posted by [GreenswanAdmin](#) at December 4th, 2012



Most folks do not know that cellular phone purchases for children are strongly regulated in many countries. For instance, back in December 2008, the city of Lyon in France advertised against the purchase of cell phones for children to “protect their health.” In the U.K., warning signs at point of sale are now required to alert consumers as to the dangers of cellular radiation. And both India and Israel now require radiation warning labels on cell phone packaging. The gift giving season these days pulls parents so often towards the array of tech gadgetry that our children are pining for. In the U.S., parents ready to please and provide, can find themselves drawn to the latest cell phone device. Before you make that purchase commitment, please consider safer alternative gift ideas. In addition to avoiding harmful radiation and

the addictive potential of cell phone use, boundless gift possibilities exist which can be both stimulating and rewarding for your children. Let’s take a moment and think outside the box. Recent nationally syndicated articles lamenting the demise of cursive writing in schools is but one topic which can stimulate interesting gift ideas. The best part here: Any such gifts springing forth are safe as there is no radiation danger with handwriting! The art of formal writing in cursive and pen is not only beautiful but it also stimulates the fine motor skills, encourages patience, enhances concentration, and most importantly, can instill a sense of pride at the accomplishment of having achieved the art of hand writing. To shift our thinking as parents to shop for tools instead of toys at this time of year can seem conflicting but if we stop and think about it, the possibilities are endless in terms of meaningful and useful gifts. For example, instead of a cell phone or video game player, how about a calligraphy set and fountain pens, an instrument and music lessons, a small backyard chicken coop, gardening tools and bare root fruit trees..? The choice is ours as we look towards the future. What kind of people do we want our children to evolve into? Think wisely this holiday season. Practice purposeful parenting and give them gifts which can last them a lifetime. Give them tools instead of toys.

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It's The Most Wonderful Time of the Year...

Posted by [GreenswanAdmin](#) at November 27th, 2012

Enjoying meaningful time with family is one of the greatest joys of the Holiday season. Zealous shopping and commercialism can get in the way of the deeper meaning of the Holidays and the age old traditions behind this annual season of giving. Try your best to pace yourself and keep your Holidays simple. Less is so often more! With that said, what's on your list of presents for loved ones this year? If you are considering cellular phone devices, please remember to pick up accessories which remind the recipient to keep the radiating phone at a safer distance away from the head and body. Accessories often involve "extra stuff" and cell phone users, particularly young people tend to scoff at the need to protect themselves from cellular radiation. Why the stubborn reaction in this regard? Quite simply, if we can't see, hear, smell, taste or feel toxins, perhaps there isn't really a problem to worry about. Not so! Radiation comes in different varieties. When the sun burns us, we know to put on sunscreen the next time we're outside. Microwave radiation is so dangerous just because it eludes our senses. There's no learning "benefit" from a sunburn here because the damage is taking place inside the body. It's up to parents to keep aware of threats to our children's health and safety. Please remind your children and loved ones about cellular radiation and the need to keep cell phones away from the head and body.

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Cell Phone Radiation Danger? Why Risk your Health?

Posted by [GreenswanAdmin](#) at November 20th, 2012

Several recent news reports about cell phone usage and its ongoing close proximity to the body indicate a rise in serious pathologies ranging from benign brain tumors to fetal damage to breast cancer. When you connect the dots, they lead back to non-compliant cell phone usage as the likely culprit. Many folks do not realize that cell phones are not designed to be used up against the head or body. In fact, the FCC established compliance guidelines for each cell phone model and in almost all cases an inch away from the head or body during usage is the mandated distance. In short, keeping the phone up against the head or in a pocket next to your body is not a good idea. Please remember to distance yourself from your cellular devices. This will continue to be important for your ongoing health, your children's and that of your unborn children.

We all know that more scientific studies are in the works. These will provide important data points as we move forward but why not practice the precautionary principle now? Why risk your health? If serious illness befalls us it is not so easy to regain our health. Safer cell phone usage is just another precautionary gesture we need to all engage in as we learn to navigate a world awash with "possibly carcinogenic" products.

We invite you to check out our website and to follow us on Facebook and Twitter. For up-to-date news articles regarding the Yale University study linking cell phone use to fetal damage and the TV report on cell phone use and breast cancer, please visit Green Swan's Facebook page.

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What do Sheryl Crow and the Italian Supreme Court have in common? Brain tumors caused by cell phones.

Posted by [GreenswanAdmin](#) at November 2nd, 2012

Yes, the verdict is in. Cell phone radiation and its link to brain tumors are back in the news. The Italian Supreme Court just ruled in favor of a man who sought compensation for tumors caused by his cell phone use. The Court, having examined a plethora of data, based its decision on studies conducted by scientists in Sweden between 2005 and 2009.

Sheryl Crow informed Katie Couric back in September that she felt that her brain tumor growth was directly caused by cell phone use. News outlets picked up this story but Sheryl's concerns were dismissed by various doctors who responded that they had seen no adverse effects.

It appears that absent additional scientific studies, there remains and will remain ongoing debate on both sides of this issue: Either supporting the notion that cell phones are harmless, or raising concerns as to potential harmful radiation effects. There's no doubt that cell phones are fantastic communication devices that most of us can't live without. It's critical though that we all remain aware of their radiating power and practice prudent and precautionary cell phone use. Let's face it, if a device you are putting up against your brain has more power and capacity than it took Mission Control in 1969 to put a man on the moon, you can rest assured that such a modern device is extremely powerful! There are now studies which have shown that microwave radiation not only heats cell tissue but also causes DNA strand breakage.

Cell phones are so popular and essential now in our lives and that of our children. It's essential for our health that we all shift our behavior and learn to practice safer cell phone use by texting or holding the phone back away from our head and body when in use.

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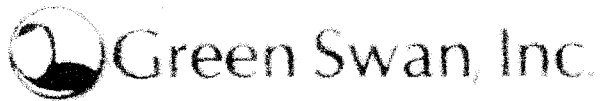
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Safety Begins With Education

Posted by [GreenswanAdmin](#) at September 28th, 2012

Welcome to Green Swan, Inc. As you know we have come onto the market with our first cell phone safety software product and lots of folks have been wondering what brought us here and where we're going from this point forward. Frankly, we wanted to offer folks an array of products that help to both remind them of non-ionizing radiation as well as encourage new distancing behavior towards our cellular devices especially as it concerns such use by children.

Much like the ubiquitous seat-belt alarm reminder in every car, our hope is that all phone users will avail themselves of a similar reminder by choosing to use Too Close. Our alert goes off with each phone call to remind you to keep the phone away from the head. Radiation is both potentially deadly and allusive as it does not manifest itself through the five senses. Consequently, our application is here to provide an audible reminder as to the presence of cellular radiation.

Lots of folks are concerned about EMF emissions. We have chosen to focus on the safer cell phone use area to help folks approach these wonderful cellular devices with both respect for their capacities and appreciation for the issue of radiation emissions. We invite you to join the conversation.

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